

Description:

Idaho Public Television strives to meet the needs and reflect the interests of its varied audiences by inspiring, enriching, and educating the people we serve, enabling them to make a better world.

****NO RESULTS AVAILABLE DUE TO THE IMPLEMENTATION OF NEW MEASURES****

Major Functions and Targeted Performance Standard(s) for Each Function:

1. Provide high quality television and web programming.

A. Number of national awards received by IdahoPTV productions.

Actual Results			
2000	2001	2002	2003
34	32	40	30
Projected Results			
2004	2005	2006	2007
30	30	30	30

B. Number of national awards received by programs procured by IdahoPTV for broadcast in Idaho.

Actual Results			
2000	2001	2002	2003
28	38	42	35
Projected Results			
2004	2005	2006	2007
42	42	42	42

2. Foster and nurture collaborative partnerships.

A. Measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form. Public Instate/Out of State

Actual Results			
2000	2001	2002	2003
159/14	162/34	225/59	75/18
Projected Results			
2004	2005	2006	2007
125/14	125/14	125/14	125/14

B. Measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form. Private Instate/Out of State

Actual Results			
2000	2001	2002	2003
19/11	45/29	98/65	66/18
Projected Results			
2004	2005	2006	2007
19/11	19/11	19/11	19/11

3. Provide access to IdahoPTV television content that accommodates the needs of the hearing and sight impaired.

A. Percent of broadcast hours of closed captioned programming to aid visual learners and hearing impaired.

Actual Results			
2000	2001	2002	2003
84%	90%	94%	94.5%
Projected Results			
2004	2005	2006	2007
96%	96%	96%	96%

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B. Descriptive video service provided via the second audio program to aid those with impaired vision.

Actual Results			
2000	2001	2002	2003
0	1,028	1,382	1,465
Projected Results			
2004	2005	2006	2007
1,500	1,550	1,600	1,600

4. Broadcast programs, and provide related resources, that specifically serve the needs of underserved audiences, which include children, ethnic minorities, and learners and teachers.

A. Children - Channel hours of programming designed specifically for children.

Actual Results			
2000	2001	2002	2003
3,016	3,225	5,540	9,984
Projected Results			
2004	2005	2006	2007
10,000	10,000	10,000	10,000

B. Ethnic minorities - Channel hours of programming that addresses diversity, citizenship issues, English as a second language, or includes a Spanish-language audio channel.

Actual Results			
2000	2001	2002	2003
563	435	2,725	3,810
Projected Results			
2004	2005	2006	2007
3,810	3,810	3,810	3,810

C. Learners and Teachers - Channel hours of programs appropriate for use in k-20 classroom, telecourses, teacher professional development resources, adult basic education resources, and technological literacy.

Actual Results			
2000	2001	2002	2003
994	2,192	12,766	7,384
Projected Results			
2004	2005	2006	2007
7,500	7,500	7,500	7,500

5. Provide additional access to citizens anywhere in the state to IdahoPTV and PBS resources which support citizen participation and educational goals via the WWW.

A. Number of visitors to our web site.

Actual Results			
2000	2001	2002	2003
54,821	48,642	215,177	557,997
Projected Results			
2004	2005	2006	2007
500,000	500,000	500,000	500,000

6. Progress towards DTV implementation, as a "statewide infrastructure in cooperation with public and private entities capable of converging voice, video and data technologies.

A. DTV channel hours of transmission.

Actual Results			
2000	2001	2002	2003
0	0	18,760	65,442
Projected Results			
2004	2005	2006	2007
142,350	142,350	142,350	142,350

- B. Number of transmitters broadcasting a DTV signal (5 required by 5/2003)/number of DTV-ready translators/number of cable companies carrying our DTV channel/number of Direct Broadcast Satellite (DBS) providers carrying our channel.

Actual Results			
2000	2001	2002	2003
0	0	1	5/0/0/0
Projected Results			
2004	2005	2006	2007
5/3/0/4	5/8/0/4	5/15/0/4	5/25/0/4

- C. Percentage of Idaho population within our DTV signal coverage area.

Actual Results			
2000	2001	2002	2003
0%	0%	23%	49%
Projected Results			
2004	2005	2006	2007
49%	49%	49%	49%

7. Contribute to a well-informed citizenry.

A. Number of channel-hours of public affairs programming.

Actual Results			
2000	2001	2002	2003
1,380	1,426	1,586	3,434
Projected Results			
2004	2005	2006	2007
4,000	5,000	5,000	5,000

8. Provide relevant Idaho-specific information.

A. Number of channel-hours of Idaho-specific programming.

Actual Results			
2000	2001	2002	2003
215	219	298	399
Projected Results			
2004	2005	2006	2007
400	400	400	400

- B. Number of IdahoPTV Idaho-specific productions produced during the year.

Actual Results			
2000	2001	2002	2003
52	79	85	102
Projected Results			
2004	2005	2006	2007
100	100	100	100

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9. Be a relevant educational and informational resource to all citizens.

A. Nielsen Station Audience reports on: Children, less than 12 years old, viewing IdahoPTV.

Actual Results			
2000	2001	2002	2003
85,150/wk	99,300/wk	105,700/wk	69,850/wk
Projected Results			
2004	2005	2006	2007
75,000/wk	75,000/wk	75,000/wk	75,000/wk

B. Nielsen Station Audience reports on: Adults, of 50+ years, viewing IdahoPTV.

Actual Results			
2000	2001	2002	2003
128,570/wk	139,360/wk	126,500/wk	115,470/wk
Projected Results			
2004	2005	2006	2007
115,470/wk	115,470/wk	115,470/wk	115,470/wk

C. Nielsen Station Audience reports on: Total audience viewing IdahoPTV.

Actual Results			
2000	2001	2002	2003
309,000/wk	329,000/wk	323,000/wk	285,000/wk
Projected Results			
2004	2005	2006	2007
285,000/wk	285,000/wk	285,000/wk	285,000/wk

10. Seek increased levels of state, federal, and private sector support.

A. Absolute dollar value of the IdahoPTV operating budget NOT covered by direct Idaho JFAC-approved state contribution.

Actual Results			
2000	2001	2002	2003
4,297,164	4,149,344	5,799,213	5,936,455
Projected Results			
2004	2005	2006	2007
5,118,653	5,118,653	5,118,653	5,118,653

Program Results and Effect:

Idaho Public Television provides quality educational and cultural television and related resources by providing learning opportunities and fostering participation and collaboration in educational and civic activities. By establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools. By creating Idaho based programs and resources and by attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

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